

A background photograph of three women smiling and looking towards the right. The woman in the foreground is wearing a dark, textured knit sweater. The woman in the middle is wearing glasses and a dark top. The woman in the background is wearing a dark hat and a light-colored top. The lighting is warm and soft, suggesting an indoor setting.

**drinkaware**

# Facts & Impacts

Impact Report **2016**



Contents

<b>Message from the Chair</b>	3
Sir Leigh Lewis KCB	
<b>Message from the Chief Executive</b>	3
Elaine Hindal	
<b>Information and advice</b>	4
Focus 1	
<b>Drinking in moderation</b>	<b>6</b>
'Have a Little Less, Feel a Lot Better' campaign	8
Alcohol brief intervention development	9
Drinkaware: Track and Calculate Units app	10
Focus 2	
<b>Drunken nights out</b>	<b>12</b>
'If You Wouldn't Sober. You Shouldn't Drunk' campaign	14-15
Drinkaware Crew	16
Focus 3	
<b>Underage drinking</b>	<b>18</b>
Parents and Underage Drinking	20
Drinkaware for Education	21
<b>Evaluating our Work, evidencing our Impact</b>	22
<b>Our funders</b>	Inside back cover
<b>Data sources</b>	Back cover



# drinkaware

The Drinkaware Trust is an independent UK-wide alcohol education charity.

We're here to help people make better choices about their drinking. We do this by providing impartial, evidence-based information, advice and practical resources and by working collaboratively with partners. Led by the evidence, Drinkaware engages and works with both the alcohol industry and public sector bodies to tackle alcohol-related harms.

## Message from the Chair and Chief Executive



**Sir Leigh Lewis KCB**  
Chair

Drinkaware's mission, with the active help and support of our many partners across a wide variety of sectors from industry and the public services to academia and government, is to reduce alcohol-related harm.

We are a proudly independent organisation with a growing reputation for drawing upon the very best evidence based research to shape and inform the information we provide to the public around alcohol and its use.

As this Impact Report demonstrates, our wide range of initiatives, programmes and interventions are indeed helping to change attitudes to and behaviours around alcohol.

We are, however, all too conscious of the numbers of people drinking in excess of the Chief Medical Officers' Low Risk Drinking Guidelines which is not only impacting on their own health and wellbeing but also on society more widely.

Our role as a non-judgemental, evidence based organisation to empower people to make better decisions about their drinking has never been more important.



**Elaine Hindal**  
Chief Executive

This Impact Report showcases Drinkaware's unwavering commitment to helping people make better decisions about alcohol.

It highlights the results that we consistently deliver in providing high quality, evidence based information and support to people of all ages and from all backgrounds across the UK.

It also focusses on our new and growing body of behaviour change work and the growth in our innovations and products which are helping increasing numbers of people to engage with Drinkaware in new and exciting ways. Everything we do is grounded in a deep understanding of the terrain we are working in and concentrated on areas and issues where we can affect the greatest change. We remain digitally-led and are continually looking for ways of innovating and improving. And we are continuing to work with a growing number of partners and funders who share our commitment to reducing the effects of alcohol harm.

Drinking attitudes and behaviours in this country are constantly changing – and are set to do so further still in the years to come.

Drinkaware continues to invest substantially in consumer insight and over the past three years, we have built a unique understanding of why and how people drink.

This understanding presents us with an exciting opportunity to focus our work further, on groups of people most at risk of harm, and to concentrate our efforts on making a difference.



## Information and advice

Drinkaware is an Information Standard accredited producer of reliable health and social care information and our website is an essential resource for people looking for support and information about alcohol.

In 2016, the website had 9.2m unique visitors. 28% of respondents to our website survey said that they had visited it in order to get a better understanding of their own drinking whilst 23% wanted to reduce the amount that they are drinking (Bonnar and Larsen, 2017). Health information searches drove around 35% of the website's traffic and 65% said that after visiting they had a 'better' or a 'much better' understanding of the effects of alcohol.

The UK Chief Medical Officers issued their low risk drinking guidelines on the 8th January 2016 and we quickly responded to update the website with this new information on the same day. Traffic to the website increased following the announcement and for the first time we exceeded 1m unique visitors in a month.

64% of website survey respondents said that after having visited they had a 'better' or 'much better' understanding of the guidance on low-risk drinking.

90% respondents said that they would recommend the website to friends or family in the future.

We re-launched the website in April 2016 to ensure that it remains current and user friendly.

The main updates include better signposting and an expanded research section. It also provides access to several digital tools to help people understand more about the impact of their drinking.

### Reference

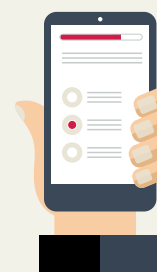
Bonnar, K. and Larsen, J. (2017) Drinkaware website user feedback 2016: Combined seasonal variation survey findings. London: Drinkaware. [Online] Available from <https://www.drinkaware.co.uk/media/1741/drinkaware-website-user-feedback-2016.pdf> [Accessed 30 October 2017]

## 9.2m website visitors



## 1.2m

completions of the unit and calorie calculator to learn more about the units and calories in their drinks



## 373,000

self-assessment completions

## 84%

of website users found the information relevant

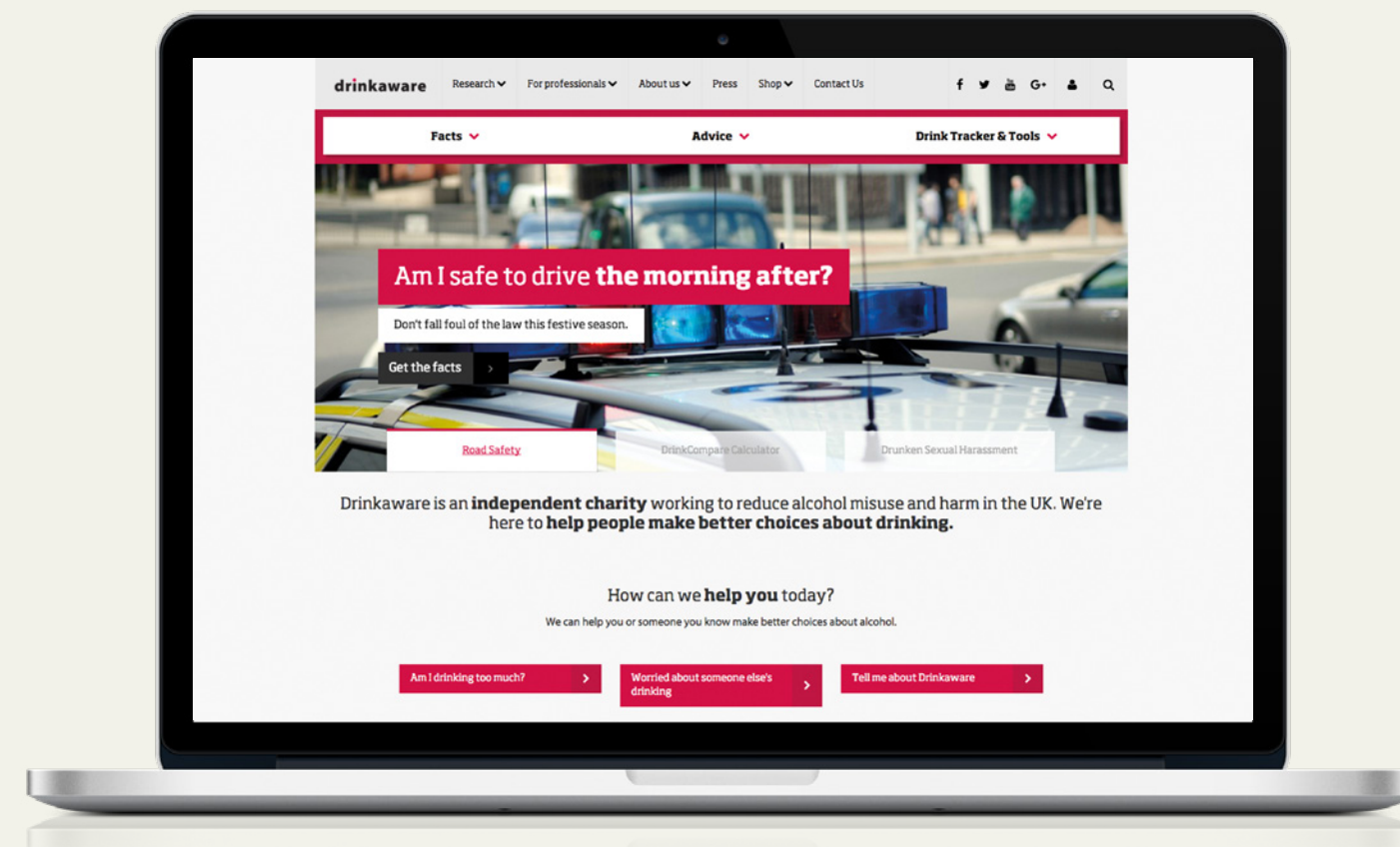
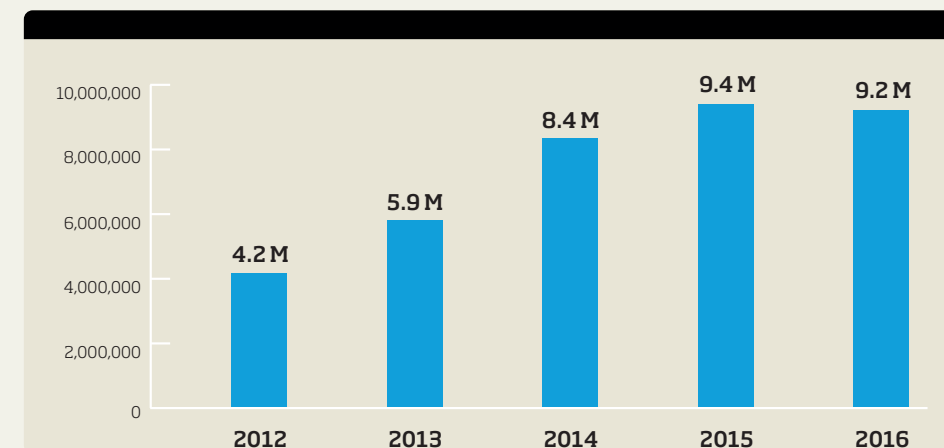


## 90%

would recommend it to others



Drinkaware.co.uk Unique visitors





## FOCUS 1

# Drinking in moderation

Drinkaware's UK drinker segmentation analysis (Ipsos Mori 2015) revealed that midlife men were displaying particularly high levels of drinking.

The ***Have a Little Less, Feel a Lot Better*** campaign was launched in response to these findings in 2016. The campaign aims to encourage these midlife men to reduce their routine home drinking, by showing them how small reductions in alcohol intake can make a big difference to their health.

We also started work on the development of a Drinkaware **Identification and Brief Advice (IBA)** delivery kit based on an assessment of the opportunity in community pharmacies. During the initial development tests, the Drinkaware IBA was used by pharmacy staff and health champions to engage people in face to face conversations about their weekly drinking and to help them make better decisions about it.

The ***Cut Back, Feel Better*** campaign supported people wanting to moderate their drinking or to abstain at key periods of the year. The campaign emphasised that cutting back on alcohol can bring many health benefits, such as weight loss and improved sleep and mental wellbeing.

#### References

Ipsos Mori (2015). Drinkaware Monitor 2014: Adults' drinking behaviour and attitudes in the UK. London: Ipsos Mori and Drinkaware. [Online] Available from [https://www.drinkaware.co.uk/media/1465/drinkaware\\_monitor\\_2014\\_adults.pdf](https://www.drinkaware.co.uk/media/1465/drinkaware_monitor_2014_adults.pdf) [Accessed 25 July 2017]



## Have a little less, feel a lot better

Our *Midlife Male Drinking* report provided rich insights into the drinking of middle-aged men who are increasing risk or high risk drinkers (Christmas and Souter, 2016).

The three year *Have a Little Less, Feel a Lot Better* campaign was launched in order to encourage men aged 45 – 64 to reduce their routine home drinking. The campaign focussed on areas where alcohol harm is known to be higher than in the rest of the UK - the Midlands, the North of England, Scotland and Wales.

We tested different messages and found that these men do not want to be lectured about their drinking. Instead, they want no-nonsense information and to see evidence of what difference a reduction in their drinking could mean to them (2CV, 2016).

Led by this evidence, and supported by the concept of social norming in ‘nudge theory’ (Thaler and Cass, 2009), the innovative online *DrinkCompare Calculator* was developed as an integral part of the campaign designed to help men in this age group see how their drinking compares against the rest of the UK and to demonstrate the benefits that small changes could have on their health. In its first year, the campaign reached 1.4m men aged 45 – 64 through radio, digital advertising, social media and print.

66% said that the campaign had an effective message. 31% of those who recalled the campaign had taken measures to assess their drinking compared to 21% who did not recall the campaign (YouGov, 2017).

There were almost 62,000 completions of the *DrinkCompare Calculator* and a higher proportion of those who recalled the tool in our survey said that they are now changing their drinking compared to those who do not recall the tool (39% vs. 18%). This association is promising and we intend to build upon it in 2017.

1.4 million

of men aged 45 – 64 reached

61,985

DrinkCompare calculator completions

66%

said that the campaign had an effective message



### References

2CV (2016) Middle aged men campaign development: Summary report. London: 2CV. [Online] Available from <https://www.drinkaware.co.uk/media/1571/2cv-executive-summary-of-middle-aged-men-campaign-development-march-2016.pdf> [Accessed 31 October 2017]

Christmas, S. and Souter, A. (2016), Midlife Male Drinking: Findings from research with men aged 45 to 60. London: Drinkaware. [Online] Available from [https://www.drinkaware.co.uk/media/1574/midlife-male-drinking\\_v02-1.pdf](https://www.drinkaware.co.uk/media/1574/midlife-male-drinking_v02-1.pdf) [Accessed 25 July 2017]

Thaler, R.H., and Sunstein, C.R. (2009). Nudge: Improving Decisions about Health, Wealth, and Happiness. New York: Penguin Books.

YouGov (2017) Mid life men: Campaign evaluation. London: YouGov and Drinkaware. [Online] Available from [https://www.drinkaware.co.uk/media/1739/drinkaware-mlm\\_report-v30.pdf](https://www.drinkaware.co.uk/media/1739/drinkaware-mlm_report-v30.pdf) [Accessed 31 October]

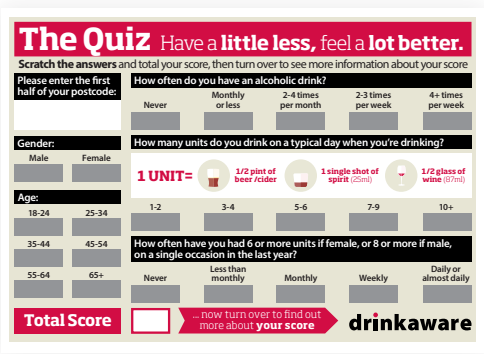
## Alcohol brief intervention development

Alcohol brief interventions, also known as Identification and Brief Advice (IBA) programmes, are well evidenced and proven interventions for alcohol reduction in primary care settings (Kaner et al., 2009).

Alcohol brief interventions use a validated screening tool to identify risky drinking which is then followed up with brief, structured advice on the impact of alcohol, the benefits of cutting down and guidance on how people might start to reduce the amount they are drinking.

Traditionally delivered in Primary Care settings and by GPs, research suggested that delivering IBAs in community pharmacies could help to widen people's access to this valuable source of advice and support (Partners in Creation, 2016).

In order to test this theory and to scope its possibilities, we partnered with pharmacies in Liverpool as well as Unique Improvements, a Salford based not for profit organisation, to develop and test a *Drinkaware Identification and Brief Advice (IBA) delivery kit*.



### References

Kaner et al. (2009). The effectiveness of brief alcohol interventions in primary care settings: A systematic review. *Drug and alcohol review*, 28(3):301-323.

Partners in Creation (2016). A review of alcohol IBA and pharmacy as a setting for delivery in England and Wales: Research and practice. London: Partners in Creation. [Online] Available from <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/review-of-alcohol-iba-and-pharmacy-as-a-setting-for-delivery/> [Accessed 28 November 2017]

The Drinkaware IBA used experiential training to help pharmacy staff and health champions to engage people in non-judgemental face to face conversations about their drinking.

A scratchcard questionnaire was developed to help people see how much they were drinking, with the delivery staff then offering empathetic and structured advice to help people to reduce their alcohol consumption of their own accord. High-risk or dependent drinkers were signposted to local alcohol treatment services for more appropriate support.

Initial testing took place in November 2016 in pharmacies and community locations in Salford and Liverpool. The University of Sunderland is evaluating the pilot work which is to continue into 2017, involving additional delivery partners.

### Phase one - pilot November

#### Salford



8 Health Champion teams



4 weeks



591 AUDIT-C scratchcards completed

#### Liverpool



4 pharmacies



2 weeks



141 AUDIT-C scratchcards completed

Drinkaware: Track and Calculate Units app. [Cut Back, Feel Better](#)

The *Cut Back, Feel Better* campaign supported people wanting to moderate their drinking or to abstain at key periods of the year.

The campaign emphasised that cutting back on alcohol can bring many health benefits, such as weight loss, improved sleep and mental wellbeing.

People were encouraged to download the *Drinkaware: Track and Calculate Units app* to help them monitor their drinking in order to set and achieve goals.

We made a number of improvements to the app in 2016. A new cost tracking feature enabled people to see how their drinking was affecting their wallet and app updates reflected the UK Chief Medical Officers' Low Risk Drinking Guidelines.



For the second consecutive year, the campaign ran over the Christmas and New Year 2016/17 period and was promoted through social media and partnerships with major supermarkets. There was also an advertising campaign on the London Underground and at train stations in the North of England.

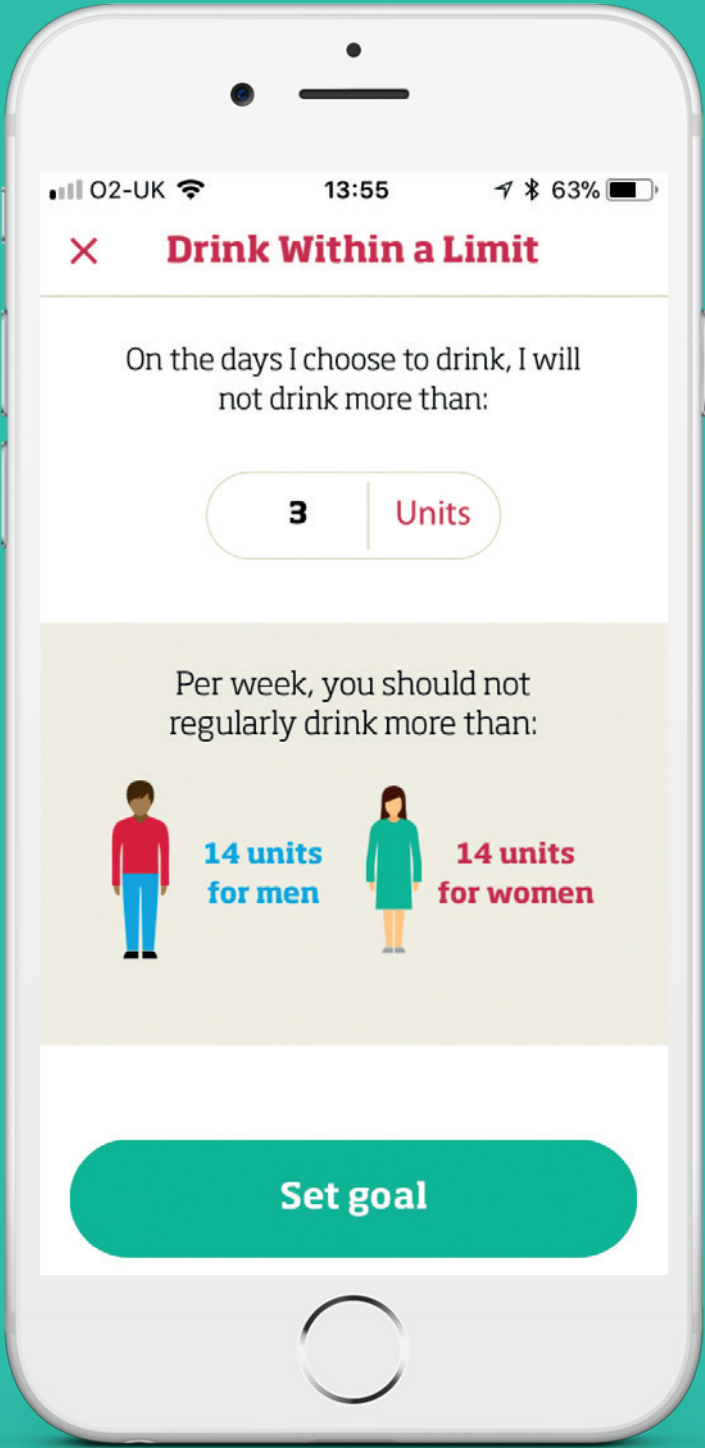


97,226  
downloads

Drinkaware: Track and Calculate Units app in 2016

Downloads since launch

380,000





## FOCUS 2

# Drunk nights out

Drinkaware is committed to reducing the harms and costs of drunken nights out by helping to keep people safe.

A student survey revealed that 54% women and almost 14% men aged 18-24 had experienced sexual harassment on a night out (ICM Unlimited, 2015). In 2016, we ran the second year of our ***If You Wouldn't Sober. You Shouldn't Drunk*** campaign to tackle the issue.

Through ***Drinkaware Crew***, we're also continuing to train staff in bars and clubs to spot the signs of alcohol-related vulnerability and to offer in venue help and support.

## References

ICM Unlimited (2015) Drinkaware Drunken Nights Out Student Harassment Survey. ICM Unlimited and Drinkaware, 5. [Online] Available from <https://www.drinkaware.co.uk/media/1661/dno-students-survey-writeup.pdf> [Accessed 25 July 2017]



Wouldn't Shouldn't

In 2016, Drinkaware-commissioned research revealed that sexual harassment was the most common alcohol-related incident for female students on a night out, with 54% of all 18-24 year old female students having had experience of it (ICM Unlimited, 2015).

A significant number of male students (14%) had also experienced inappropriate or unwanted sexual comments and touching.

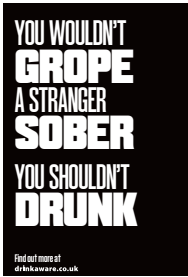
Both groups agreed that sexual harassment was a common occurrence on a night out.

In response to these findings, we launched a social media campaign with the online publishers, *UNILAD*, who are influential with young people.

Using the hashtag #gropefreenights, the *You Wouldn't Sober. You Shouldn't Drunk* campaign ran during Freshers' Week and encouraged young people to discuss sexual harassment and to challenge its normalisation.

The evaluation showed that talking about drunken sexual harassment had increased significantly over time in the North West where we ran the campaign, whereas it had remained fairly consistent in the Midlands which was the control area.

Overall, 59% of those experiencing harassing behaviours in the North West, and 63% in the Midlands, took any action in response. This remains very similar to levels seen in 2015, showing that there is still work to do on encouraging people to confront harassment (Gunstone and Fowler, 2017).



**References**  
Gunstone, B. and Fowler, E. (2017). Wouldn't Shouldn't campaign evaluation. London: YouGov and Drinkaware. [Online] Available from [https://www.drinkaware.co.uk/media/1738/drinkaware\\_wouldnt-shouldnt-2016\\_report\\_v20.pdf](https://www.drinkaware.co.uk/media/1738/drinkaware_wouldnt-shouldnt-2016_report_v20.pdf) [Accessed 31 October 2017]  
ICM Unlimited (2015) Drinkaware Drunken Nights Out Student Harassment Survey. ICM Unlimited and Drinkaware, 5. [Online] Available from <https://www.drinkaware.co.uk/media/1661/dno-students-survey-writeup.pdf> [Accessed 25 July 2017]



Unilad collaboration

Total reach  
**1.6 million**

Overall

**329**  
media hits during campaign time



**78%**  
of messages featured a Drinkaware spokesperson



**84%**  
of target audience agree with the statement 'if it's groping when sober, it's groping when drunk'

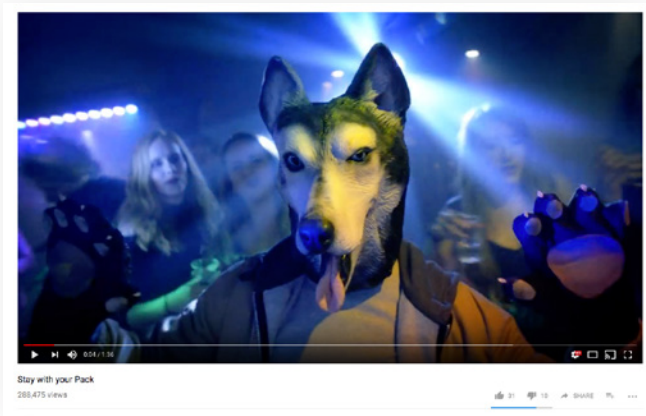


Stay With Your Pack

The normalisation of sexual harassment on a night out also prompted us to develop the *Stay With Your Pack* social media video campaign, linked to the overall 'Wouldn't Shouldn't' campaign activity.

The campaign was launched in September 2016 and ran for eight weeks in the North West of England, a region with a high proportion of younger binge drinkers. It encouraged 18-24 year-olds to stay within their friendship groups on nights out and to keep a close eye on anyone who is drunk and potentially vulnerable to unwanted behaviour and harassment.

*UNILAD* also produced a bespoke video featuring this messaging which was promoted to their audiences throughout December.



Unilad December video and social media

Unique video views  
**1.3 million**

Total reach  
**4.7 million**

Engagement  
**19,300**





*Drinkaware Crew* support young people who might be vulnerable as a result of drinking too much. *The Drinkaware Crew* help to keep people safe on a night out and their work seeks to minimise the associated costs that drunken behaviour can have on the local night-time economy.

Working in pairs, trained staff are present throughout the night, mingling in venues and offering help and support to anyone who needs it.

*Drinkaware Crew* launched in seven new locations in 2016. Following the University of Exeter’s evaluation of the pilot scheme, we introduced a number of improvements including new branding and standardised uniforms to make the *Drinkaware Crew* easily identifiable in busy venues (Drinkaware, 2017).

We worked with a range of local partners, including police forces, community safety partnerships, and established night time economy initiatives such as Best Bar None and Purple Flag.

*Drinkaware Crew* was also recommended by the Home Office as part of their 2016 Modern Crime Prevention Strategy (Home Office, 2016).



**References**  
Drinkaware (2017). Helping create a safer night-time economy: Drinkaware Crew pilot. London: Drinkaware. [Online] Available from <https://www.drinkaware.co.uk/media/1855/drinkaware-crew-report-jan-2017.pdf> [Accessed 24 January 2018]

New Drinkaware Crew members trained

55



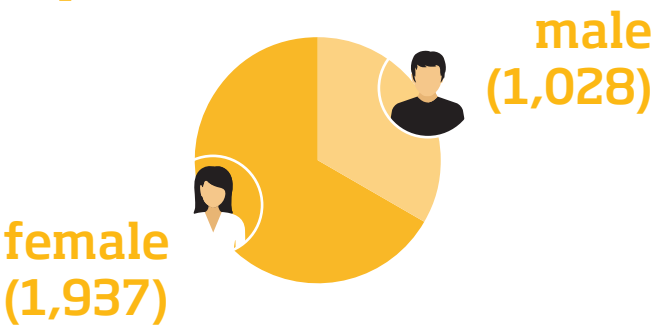
Total venues with Drinkaware Crew

15



Total people helped by Drinkaware Crew in venues

2,965





## FOCUS 3

# Underage drinking

One in three young people aged 10-17 say they have felt encouraged by others to drink alcohol (Ipsos Mori, 2015). Whilst the recent overall trend has seen a fall in underage drinking (Fuller, 2015), we are continuing to educate young people on the risks of drinking alcohol.

In 2016, our **Talk** campaign gave parents and carers advice and support on how to model responsible drinking behaviours and on how to discuss alcohol issues with their children.

Through the **Drinkaware for Education** initiative, Drinkaware provided teachers with alcohol learning resources for students aged 9-14.

## References

Fuller, E. (2015). Smoking, drinking and drug use among young people in England in 2014. [Online] Available from <http://www.hscic.gov.uk/catalogue/PUB17879> [Accessed 25 July 2017]

Ipsos MORI (2015). Drinkaware Monitor 2014: Young people's and their parents drinking behaviour and attitudes in the UK. London: Drinkaware and Ipsos MORI. Available from: [https://www.drinkaware.co.uk/media/1469/drinkaware\\_monitor\\_2014\\_young\\_people\\_reportcompressed\\_\\_1\\_.pdf](https://www.drinkaware.co.uk/media/1469/drinkaware_monitor_2014_young_people_reportcompressed__1_.pdf). [Accessed 25 July 2017]



Parents and Underage Drinking

Overall, underage drinking is declining in the UK, and the number of 15 year-olds who regularly drink alcohol has halved over the last decade (Fuller, 2015).

The *Drinkaware Monitor* highlighted the role that parents play in giving their children alcohol information, advice and support (Ipsos Mori, 2015). 73% of young people reported that their parents have spoken to them about alcohol, while 58% said that they had asked their parents questions on the subject.

Through our *Talk* campaign, the Drinkaware website provided parents with relevant alcohol advice, information and resources. An evaluation of the online resources concluded that overall the *Talk* campaign has been very well received (Valentine and Harris, 2016).

In December 2016, we worked in partnership with *Mumsnet* who featured Talk as a guest charity campaign and who shared links to our free parental advice resources and social media channels.

*Mumsnet* also hosted a Facebook Live session on alcohol and children with two parent bloggers and Dr Sarah Jarvis, from Drinkaware’s Medical Advisory Panel.



**References**  
Fuller, E. (2015). Smoking, drinking and drug use among young people in England in 2014. [Online] Available from <http://www.hscic.gov.uk/catalogue/PUB17879> [Accessed 25 July 2017]  
Ipsos MORI (2015). Drinkaware Monitor 2014: Young people’s and their parents drinking behaviour and attitudes in the UK. London: Drinkaware and Ipsos MORI. Available from: [https://www.drinkaware.co.uk/media/1469/drinkaware\\_monitor\\_2014\\_young\\_people\\_reportcompressed\\_\\_1\\_.pdf](https://www.drinkaware.co.uk/media/1469/drinkaware_monitor_2014_young_people_reportcompressed__1_.pdf). [Accessed 25 July 2017]  
Valentine, G. and Harris, C. (2016). Talk campaign evaluation. [Online] Available from <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/evaluation-of-online-underage-guidance/> [Accessed 1 November 2017]

mumsnet



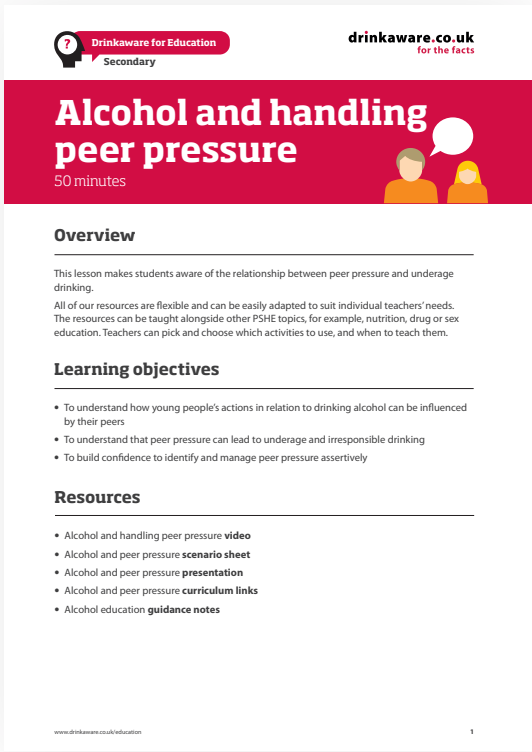
of the Facebook Live audience were in the UK and primarily women aged 30-45



Drinkaware for Education

The *Drinkaware for Education* programme provides accredited and flexible resources for teachers to use as part of Personal, Social, Health and Economic (PSHE) Education in schools.

The resources have been developed for use in both primary and secondary education settings and cover topics such as the risks and harms of alcohol, advice on handling peer pressures around alcohol and alcohol and emotional health.





Evaluating our work, evidencing our impact

Research and Impact Committee

The Research and Impact Committee provides support and guidance for Drinkaware’s work and ensures that our activity is based on the best available evidence.

The Committee oversees robust evaluation and determines whether our resources and efforts are being effectively applied.

In 2016, we published the *Drinkaware Monitor* which examined adults’ experiences of and views on, cutting back on their alcohol intake.

We also completed the six month pilot of the *Drinkaware Crew* scheme, which was evaluated by a team led by Dr Mark Tarrant from the University of Exeter.

Committee members

- Dr Timothy Walker**  
Chair of the Committee and Drinkaware Trustee
- Prof Anthony Goodman**  
Professor in Community Justice, Middlesex University
- Marita Kenrick**  
Marketing Planning Lead for Live Well and Aging Well, Public Health England
- Dr Anthony C. Moss**  
Director of Education and Student Experience, School of Applied Sciences, London South Bank University
- Dr Paul Nelson**  
Director with PHAST and Drinkaware Trustee
- Prof Paul Wallace**  
UCL Emeritus Professor of Primary Care and Drinkaware Chief Medical Advisor
- Dr Matthew Wood**  
Principal Lecturer in Marketing, University of Brighton

The University of Exeter evaluated Drinkaware Crew

“The evaluation project allowed us to observe this novel intervention “in action” at the point of delivery. By engaging different stakeholders—intervention designers, Drinkaware Crew, club customers—we developed a holistic insight into the intervention’s mechanisms and, through this, were able to make evidence-based suggestions for its future implementation and evaluation.”  
Dr Mark Tarrant, evaluation lead

Medical Advisory Panel

Drinkaware works with an independent panel of expert medical advisors to ensure that our information and advice is based on the most current medical evidence.

The Panel is responsible for providing a strategic overview of Drinkaware’s medical evidence and for reviewing all content for accuracy.

The Panel is chaired by the Chief Medical Advisor who reports independently to Drinkaware’s Board of Trustees and attends Board meetings in an observer role.

Panel members have a wide range of expertise ranging from general practice, liver disease and mental health to oral cancer, violence and facial injury. The panel calls upon the skills and expertise of other medical specialists when needed.

Panel members

- Professor Paul Wallace**  
Chief Medical Advisor, Clinical Director of the NIHR Primary Care Network. Emeritus Professor of Primary Care; Retired GP
- Professor Jonathan Chick**  
Consultant Psychiatrist, Honorary Professor, Faculty of Health, Life & Social Sciences, Edinburgh Napier University; Medical Director, Castle Craig Hospital, Scotland.
- Dr Sarah Jarvis**  
Inner city London GP, Fellow of the Royal College of General Practitioners. Clinical consultant to Patient.co.uk
- Professor Graham Ogden**  
Head of Oral & Maxillofacial Clinical Sciences, University of Dundee Dental Hospital & School, Dean (Dental Faculty), Royal College of Physicians and Surgeons, Glasgow; Honorary Consultant Oral Surgeon NHS Tayside.
- Professor Stephen Neidle**  
Emeritus Professor at University College London, Cancer Research UK Professorial Fellow; Former Professor and Academic Dean at the Institute of Cancer Research.
- Dr Lynn Owens**  
Nurse Consultant, Alcohol Services and Hepatology, RLBUHT Honorary Research Fellow – The University of Liverpool.
- Iona Lidington**  
Associate Director of Public Health, Royal Borough of Kingston

Thank you to all our funders in 2016

- AB-InBev UK Ltd
- Accolade Wines Limited
- Admiral Taverns Ltd
- Aldi UK
- Armit Wines
- ASDA Stores Ltd
- Aspall Cyder Ltd
- Aston Manor Brewery Company Limited
- Bacardi Brown-Forman Brands
- Bavaria Uk Ltd
- Bibendum PLB Group
- Booker Ltd
- Bourne Leisure
- Brakspear Pub Company
- Broadland Wineries
- Burns Stewart Distillers Ltd
- C&C Group - WM Magner Ltd
- Campari UK
- Carlsberg UK Ltd
- Casella Family Brands
- Cellar Trends Limited
- Charles Wells Ltd
- Cider of Sweden Ltd (Kopparberg)
- Concha y Toro UK Ltd
- Conviviality Retail
- Daniel Thwaites plc
- Diageo Great Britain Ltd
- E & J Gallo Winery Europe
- English and Wales Cricket Board
- Enotria Wines
- Enterprise Inns plc
- Everards Brewery Ltd
- Frederic Robinson Ltd
- Fuller Smith & Turner P.L.C.
- Global Brands Ltd
- Goedhuis & Co
- Gordon & Macphail
- Gourvid Limited
- H Weston and Sons Ltd
- Halewood International Ltd
- Hall & Woodhouse Ltd
- HallGarten Druitt & Novum Wines
- Harvey & Sons
- Hatch Mansfield Limited
- Heineken UK
- Hook Norton Brewery
- Ian Macleod Distillers Ltd
- Inver House Distillers Ltd
- J D Wetherspoon plc
- Jagermeister
- JW Lees & Co (Brewers) Ltd
- Kato Enterprises
- Kingsland Wines
- Laithwaite’s Wine (Direct Wines)
- Laurent Perrier UK Ltd
- Liberty Wines
- Lidl UK GmbH
- London Scottish International Ltd
- Louis Latour Agencies
- Majestic Wine Warehouses Ltd
- Marks & Spencer plc
- Maxxium UK Ltd - Beam Suntory
- Maxxium UK Ltd - Edrington Group
- McCormick Distilling Company
- Mitchells and Butlers plc
- Moet Hennessy UK Ltd
- Molson Coors Brewing Company UK
- Negociants
- NUS
- Nyetimber Ltd
- Origin Wine Ltd
- Pernod Ricard UK
- Pol Roger Limited
- Proximo Spirits UK Ltd
- Punch Taverns plc
- Quintessential Brands UK (G&J Greenalls )
- Racecourse Association Ltd
- Remy Cointreau
- Rugby Football Union
- SABMiller plc
- Sainsbury’s Supermarkets Ltd
- Shepherd Neame Ltd
- SHS Drinks Division
- Spar (UK) Ltd
- St Austell Brewery Company Ltd
- T&R Theakston Ltd
- Tesco plc
- The Co-operative Group
- The Kiss Mix Drinks Company Ltd
- The Reformed Spirits Company
- The Restaurant Group
- Treasury Wine Estates (Fosters EMEA)
- United Wineries Ltd
- Wadworth Co. Ltd
- Waitrose Ltd
- Whitbread
- Whyte and Mackay Ltd
- William Grant & Sons
- WM Morrisons Supermarkets plc



## Data sources

PAGE	TOPIC	FACT	DATA SOURCE	SAMPLE SIZE	POPULATION REPRESENTED	DATA QUALITY*
4	Drinkaware website	84% of website users found the information relevant	Drinkaware website user feedback 2016 (Bonnar and Larsen, 2017)	4,110	Website visitors	indicative
4	Drinkaware website	90% would recommend it to others	Bonnar and Larsen, 2017	4,110	Website visitors	indicative
4	Drinkaware website	1.2 million completions of the unit and calorie calculator	Google analytics	n/a	Website visitors	robust
4	Drinkaware website	373,000 completions of the self-assessment	Google analytics	n/a	Website visitors	robust
4	Drinkaware website	10,000 people signed up to MyDrinkaware	Google analytics	n/a	Website visitors	robust
5	Drinkaware website	All	Google analytics	n/a	Website visitors	robust
8	Midlife male drinking	1.4 million (21%) out of 6.7 million target audience reached	Mid life men: campaign evaluation (YouGov, 2017)	2,934	Men aged 45-64	indicative
8	Midlife male drinking	61,985 DrinkCompare completions	Google analytics	n/a	Website visitors	robust
8	Midlife male drinking	66% said that the campaign had an effective message	YouGov, 2017	2,934	Men aged 45-64	indicative
9	Identification and Brief advice pilot	All	University of Sunderland evaluation	n/a	Internal evaluation data (publication pending)	robust
10	Drinkaware app	All	Google analytics	n/a	National	robust
14	Wouldn't shouldn't campaign	Unilad collab reach 1,582,810	Audience reach analytics	n/a	National	indicative
14	Wouldn't shouldn't campaign	Unilad collab engagement 2,755	Audience reach analytics	n/a	National	indicative
14	Wouldn't shouldn't campaign	329 media hits	Audience reach analytics	n/a	National	indicative
14	Wouldn't shouldn't campaign	78% of messages featured a Drinkaware spokesperson	Audience reach analytics	n/a	National	indicative
14	Wouldn't shouldn't campaign	84% of target audience agree with the statement 'if it's groping when sober, it's groping when drunk'	Wouldn't Shouldn't campaign evaluation (Gunstone and Fowler, 2017)	779	18-24 year olds in the North West of England who drink in clubs and bars	indicative
15	Stay with your pack campaign	All	Audience reach analytics	n/a	National	indicative
16	Drinkaware crew	New crew trained 55	Web analytics	n/a	Drinkaware Crew monitoring data	robust
16	Drinkaware crew	Total venues 14	Web analytics	n/a	Drinkaware Crew monitoring data	robust
16	Drinkaware crew	Total people helped by Drinkaware Crew in venues 2,965 of which 1,028 male and 1,937 female	Web analytics	n/a	Drinkaware Crew activity log	robust
20	Parents campaign	Mumsnet figures	Audience reach analytics	n/a	National	indicative
20	Parents campaign	Unique visitors to parents page (541,000)	Google analytics	n/a	Website visitors	robust
20	Parents campaign	YouTube Underage Videos views 47,357 and most popular video	Web analytics	n/a	Drinkaware YouTube viewers	robust
20	Parents campaign	Products ordered total 156,671	Web analytics	n/a	People who bought Drinkaware Parents resources	robust
21	Drinkaware for education campaign	All	Web analytics	n/a	People who bought or downloaded Drinkaware for Education resources	robust

\***Data quality:** note that we have indicated the quality of the data presented using these terms:

**Robust:** We consider the data 'robust' when we are basing the figure either on a count of the whole data set using an established methodology or a calculation based on a pre-post survey of a representative sample and ONS data for the size of the relevant population.

**Indicative:** We consider the data 'indicative' when the figure is based on analyses using findings from surveys either using a self-selective recruitment methodology that may not be representative of the total user population or where the sample is small, or when presenting media reach figures which are based on general circulation and readership figures but do not guarantee that users see or engage with the information presented.

# drinkaware

3rd Floor (Room 519), Salisbury House  
London Wall, London EC2M 5QQ  
T: 020 7766 9900

The Drinkaware Trust  
Registered in England and Wales No. 4547974 A  
Company limited by guarantee  
Registered Charity Nos. 1094586 and SC043163



drinkaware.co.uk